SUMMIT WASH HOLDINGS

September Newsletter

THIS MONTH'S SPOTLIGHT:

"The Journey Thru Summit"

with Kathy K.

ElevateHER

This month, we had the privilege of hearing Kathy K. share her inspiring personal journey, a story of resilience, leadership, and passion in both life and work.

Kathy K.

Kathy opened up about her early life growing up in a large family, where values like **support, connection, and perseverance** were foundational. Those same values have profoundly shaped her leadership style and philosophy, showing us that how we are raised and the lessons we carry can guide our professional journeys.

With 25 years of experience as a Red Lobster restaurant manager, Kathy honed her passion for developing others, building strong teams, and creating an environment where people thrive. She spoke openly about the hard work, dedication, and intentional support required to lead successfully, lessons that apply to anyone, regardless of gender or role.

Like many, Kathy's life took unexpected turns during COVID. Burnout and personal challenges led her to seek a new outlet, which brought her to retail, where she began collaborating closely with our **COO Kevin Matthews**, providing administrative and operational support. This professional partnership opened the door to her journey at Summit Wash Holdings, where she now works closely under **COO Kevin Matthews and VP Kyle Hepner**, forming her own team that focuses on **customer experience, audits and feedback for our car wash Customer Sales Advisors, lead administrative work, and daily operational excellence.**

Kathy also shares **daily quotes with her customer service teams,** inspiring them to start each day motivated, approach their tasks with purpose, and conduct audits with focus and energy. Her approach emphasizes **mentorship, listening, and actionable support,** key elements for anyone aiming to grow and empower others. She is deeply passionate about people, helping them refine their sales approach, develop their skills, and succeed alongside her.

Women-Centric Insights & Leadership Takeaways

Kathy's journey highlights challenges many women face in male-dominated industries, navigating bias, building credibility, and balancing personal and professional priorities.

THE LESSONS, HOWEVER, EXTEND TO ALL LEADERS.

Lead with purpose. Define your goals, and ensure your actions align with them. Empower those around you. Invest time in people, as mentorship and support create lasting impact. Resilience is key. Life may throw unexpected challenges, but your response defines your growth. Learn from every experience. Even setbacks and detours carry lessons that shape your leadership.

Her story demonstrates that true leadership is not defined by gender but by courage, empathy, and persistence, lessons applicable to both women and men.

Deep Takeaway

Whether you are striving to break barriers, grow a team, or mentor someone else, put in the hard work, stay supportive, and act with purpose. Leadership is a journey, not a destination.

ElevateHER Female Spotlight:

Lia Ruiz

Interim General Manager of E Colonial at Waters Car Wash

This month, our ElevateHER Female Spotlight shines on Lia Ruiz, Interim GM of E. Colonial. Lia's leadership has not only been celebrated by her team, but also recognized by her Regional Manager and our Southeast Regional President for the incredible impact she continues to make.

At her location, Lia leads a team made up of a **majority of strong, hardworking women - alongside men who share in their success.** What makes her leadership stand out is the way she empowers every individual while placing a special focus on uplifting the women on her team. Her ability to foster collaboration, accountability, and growth has created an environment where her team feels proud of their work and motivated to keep raising the bar.

On behalf of ElevateHER, we are grateful to highlight Lia's contributions. She demonstrates what is possible when women in leadership roles are given space to thrive - and when leaders use their influence to bring out the best in others.

Congratulations, Lia, and thank you for inspiring us all to see the power of women supporting women across Summit!

Upcoming Events - Pink Walks

Join us for our Pink Walks in honor of Breast Cancer Awareness Month.

October 11th in Nebraska will be led by Kathy Kahl and Amanda Deaton. October 25th in New Jersey and October 26th in Connecticut will also feature Summit Wash Holdings booths. Come walk with purpose, raise awareness, and support our communities.

STAY CONNECTED:

ElevateHER@summitwashholdings.com

Women's BLINK ElevateHER group chat

LinkedIn: Summit Wash Holdings

Together We Elevate. Together We Grow.

"Leadership isn't about a title or gender. It's about impact, influence, and inspiring others to grow with you."

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